INCREDIBLY STRONG

GORILLA GLUE®

100% WATERPROOF

ADVERTISING CAMPAIGN



presented by

SouthHill ADVERTISING

Tom Dempsey, Douglas Geller, Adam Luftig, Karen Muller, Ben Ratner

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Executive Summary
Gorilla Glue is the “100% Tough” superadhesive glue with a versatile bond that will meet a wide variety of attachment needs. The product is known for its industrial holding strength and versatility, easily bonding wood, stone, metal, ceramic, and other materials. The goal of this campaign is to advertise these aspects of Gorilla Glue in an effort to increase overall sales of the product. In order to do this, South Hill Advertising offers a comprehensive campaign that includes the following: print advertisements to be used in magazines, direct mail, Internet ads, and a television commercial. Additionally, several brand activations are recommended to help the campaign reach its full potential.

Overview
Gorilla Glue has a number of notable features. For this campaign, we chose to focus on highlighting the strength of the product by means of connecting to our audience on an emotional level. We did this by playing off the idea that our target audience, men and women ages 35 to 54, is likely “attached” to certain possessions, and would therefore rather repair them than replace them if broken. By targeting our audience through strategic advertisements and media choices, we are hoping to increase Gorilla Glue sales by 8%. Working with a $12 million budget, we at South Hill Advertising are confident in the success of our campaign.



Agency Brand Strategy

South Hill
ADVERTISING

At South Hill Advertising, we pride ourselves on blending strategy and creativity to build campaigns that help our clients' brands reach their peak potential.

Our creative process begins with our clients' needs. In order to succeed in a competitive atmosphere, being "clever" isn't nearly enough – the foundation of the best campaigns lies in listening to and carefully analyzing the needs and attitudes of the client's potential customers. Once we have gained a thorough understanding of the consumer environment, we are able to develop a strategic and carefully targeted message and "big idea" to carry the campaign. Our creative executions are based on a willingness to wrestle with challenging ideas. In order to be most effective, an advertisement's originality should shine through, but never overshadow the brand message. South Hill Advertising's creative philosophy is that the most effective ads convey original, strategic ideas in the simplest, most beautiful way possible.

Finally, no campaign is complete without careful evaluation. In order to demonstrate the impact of each campaign, effects on individual areas of brand growth are carefully monitored and recorded throughout the duration. Upon conclusion, these results are analyzed to provide an accurate picture of the effects garnered through the campaign, focusing on profitability, consumer loyalty, and other aspects of brand growth.

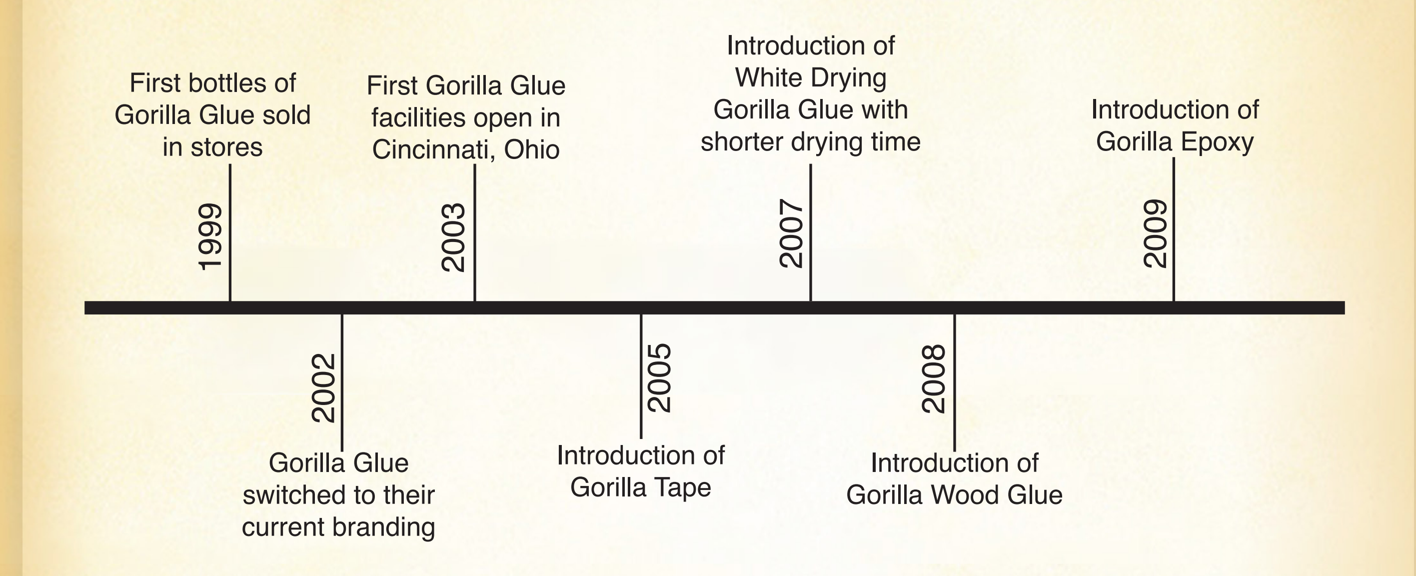
Our team has members who specialize in marketing, design, media planning, copy, and more – we are a true integrated marketing firm.

In short, our brand strategy can be summarized in 6 steps:

Listen
Analyze
Brainstorm

Design
Launch
Evaluate

Situation Analysis



History

Started in 1999, The Gorilla Glue Company's first product was, of course, Gorilla Glue. They have since expanded their line of products to include Gorilla Tape as well as glues for different surfaces and bond types. Gorilla Glue has built a brand reputation from its ability to be used "FOR THE TOUGHEST JOBS ON PLANET EARTH." Gorilla Glue and its line of products have changed the retail adhesive market for DIYers, woodworkers, and professionals. The Gorilla Glue Company proudly produces all of its products in the United States.



Situation Analysis

Environmental Analysis

Due to the recent economic recession and slow economy, Americans are making an effort to make what they have last longer. When soles comes off their shoes or their cabinet starts to fall apart, they are more likely to fix it themselves than to buy new products. Along those lines, there has been a growing DIY (Do It Yourself) movement where people take pride in working on projects and repairs on their own, using superadhesives like Gorilla Glue as a key tool.

Legal / Regulatory Forces

While there are no national laws on the production and distribution of superadhesives, there are a few regional and local laws restricting their sale. Most of the regulations prohibit the glues from being sold to minors under 18 due to small contents of toluene. This is not unlike restrictions on spray paint and over the counter medicines that minors use for unintended purposes, including drug production.

Technological Forces

Every few years, there are discoveries that can improve the drying time, surface sticking abilities, drying color, strength, and stability of superadhesives. These can come from chemical modifications or improved techniques, ie., using different types of clamps for different amounts of time.

Competitor Analysis



Strengths:

Known as fast-drying and instant glue. Has a spokesperson it has used for years that people recognize.

Weaknesses

The surface has to be stripped and completely dry.



Strengths:

Has a long history and is the original powerful adhesive. Products are made in the United States. Very fast drying as opposed to other glues that take a long time to dry.

Weaknesses

Website is old and needs to be updated. Used for more general items than a project someone would take on.



Strengths:

Best for arts and crafts and is known by young kids and teachers.

Weaknesses

Not known as the strongest glue and not used for projects outside of arts and crafts.

Situation Analysis

SWOT Analysis: Gorilla Glue

Strengths
· Made to bond a wide variety of materials, including wood, ceramic, foam, metal, glass, and stone, among others
· Bonding process is aided by foam expansion, gripping into even the tiniest pores of glued surfaces
· 100% waterproof once dry
· Temperature resistant once dry and unaffected by outdoor elements
· Dried glue is sandable, stainable, and paintable, allowing user to entirely conceal any glue line
· Anti-clog cap
· Easily identifiable logo and memorable brand name
· All products made in USA

Weaknesses
· Longer dry time; takes 24 hours to cure fully
· Expanded glue sometimes contains trapped air bubbles, which can weaken bond
· Sometimes requires use of clamp for best bonding results
· Dry color is “light tan”
· Many survey respondents were not convinced that Gorilla Glue’s grip was any stronger than other popular super-adhesive brands
· Often purchased on a project-by-project basis rather than regularly kept in home

Opportunities
· In a rougher economy, lower-class and middle-class consumers look to repair items rather than replace them
· Position as the official glue of repair projects
· Grow image as everyday item, not just for “project-by-project” purchase
· Strengthen connection between Gorilla Glue brand and Do-It-Yourself consumer identity

Threats
· Liquid Nails is positioned as the ultimate construction adhesive, cutting into this aspect of Gorilla Glue’s brand identity
· Gorilla Glue has received negative publicity as a threat to dog health. When accidentally consumed, it expands in dogs’ stomachs.



Advertising and Marketing Objectives

Marketing Objective

This objective indicates the sales target for the client. For this campaign, the goal is to increase sales of Gorilla Glue by 8%.

Advertising Objective

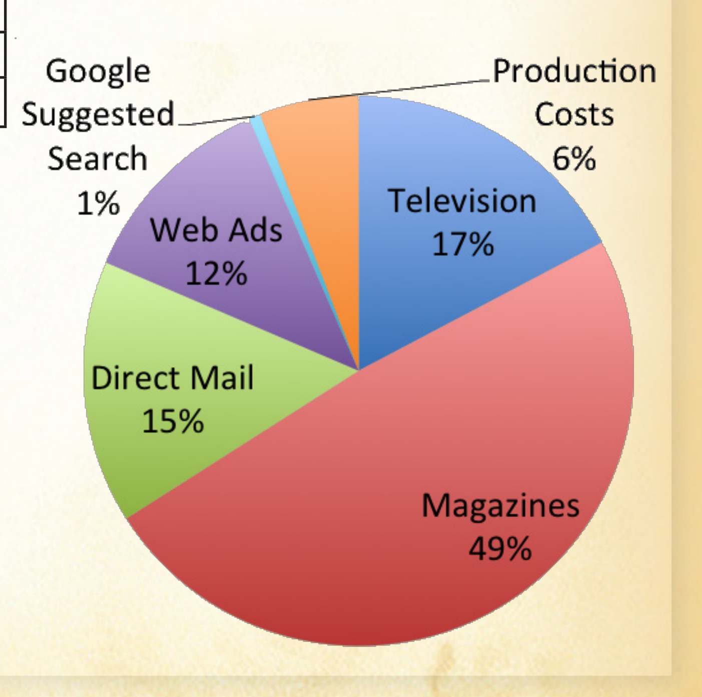
These objectives are used to measure how effectively the campaign communicates with its audience. For the target audience of men and women ages 35 to 54, the goal is to achieve a 75% comprehension rate along with 50% conviction. In order to achieve these goals, the campaign aims to achieve an effective reach of 75 and effective frequency of 3.

Time Frame

This campaign will be implemented over the course of one year, to begin in January of 2013.

Budget Summary

Media	Cost
Television	$2,070,000
Magazines	$5,836,366
Direct Mail	$1,854,875.73
Web Ads	$1,440,000
Google Suggested Search	$83,200
Production Costs	$700,000
Total Campaign Cost	**$11,984,441.70**



Research

Research Objectives
We wanted to find out how and why people use or don't use Gorilla Glue, along with their thoughts about using superadhesives in general. We also wanted to find out where they go to purchase superadhesives and related supplies.

Primary Research
Using an online survey and posts targeted towards our target audience, we asked over one hundred respondents about their superadhesive habits. Here's a bit of what we learned, with weight applied towards our target demographic:

Active Users (DIYers, Construction / Craft Professionals)	**Inactive Users (Hire Someone Else To Do Things)**
- They like to fix and build things around the house, whether or not it is required - They mostly have a supply of superadhesive glue at home or at their shop - They mostly buy it at a hardware store - Preference for specific brands was relatively equal - For those that use Gorilla Glue, they feel that the strength of hold and its ability to stick to versatile materials is a benefit	- They mostly purchase it when they have a specific project in mind - They mostly buy it at a supermarket, grocery store, Target, WalMart, or other large retailer - They don't know why Gorilla Glue is better than other brands

Secondary Research
Our secondary research was based on internet buzz and online media sources, which helped us to determine both how consumers use Gorilla Glue and who those consumers are. MRI+ helped direct our campaign by showing the media choices that are most popular among Gorilla Glue consumers. Among these choices are primetime drama television shows, sports programming such as MLB Network, daytime talk shows, and specialized home repair and Do-It-Yourself programs. Furthermore, our secondary research demonstrated that Gorilla Glue users frequently identify as Do-It-Yourselfers and take pride in their ability to complete household repair jobs on their own. Both blog posts and consumer testimony on the Gorilla Glue website gave us insight into the kinds of projects that Gorilla Glue is most popularly used for– everything from shoe repair to birdhouse-building and beyond. We took some of the most relatable repair uses and used them as a jumping-off point for this campaign.

Brand Value Proposition

Emotional Benefits

Sixty percent of survey respondents indicated that a superadhesive glue's strength of hold was its most important feature. Gorilla Glue's strong hold and versatility can provide its users with confidence that their application will bond two pieces successfully on the first use, regardless of the materials that are being glued together, and that the bond will be waterproof and temperature-resistant once it dries. This toughness and durability is key to the Gorilla Glue brand image, and gives users less to worry about when working on any project.

By choosing Gorilla Glue, consumers will be able to take pride in the outcome of any project, craft, or task by knowing that their finished product will be durable and secure.

Self-Expressive Benefits

In general, Gorilla Glue users relate to the Do-It-Yourselfer, a clever, crafty type with an independent streak. When consumers use Gorilla Glue, they perceive themselves as hard-working, resourceful individuals who have the know-how to get tasks done by themselves. Since Gorilla Glue is paintable, sandable, and stainable– while other superadhesives are not– this adds the expressive benefit of allowing users to further customize any project.



Target Market

Primary Target

Our target market is American men and women from the ages of 35 to 54.

One significant psychographic of this market is the "Do-It-Yourselfer" subset. It is important to reach out to these individuals in particular, as they are among the most likely to use Gorilla Glue on household projects and repairs.

Meet Tara:



Tara is a 36-year-old married woman who works a part-time job in retail to make ends meet when she's not taking care of her two young children. Always busy, Tara's main priorities are saving money and spending time with her family. She rarely takes the time to relax on her own, but when she gets the chance, she enjoys going to see a movie or catching up with friends.

Meet Greg:



Greg is a 45-year-old contractor who works with a local construction company. While his building assignments differ, his days are fairly routine; he stops at the hardware store each morning to pick up the supplies that workers will need before spending the rest of the day at the construction site. Greg's job is high-responsibility, and he is always on the lookout for ways to improve and simplify the building processes. When he isn't working, he enjoys going to sports bars and watching football and hockey with his buddies.

Meet Ed:



Ed is a 54-year-old small business owner who lives comfortably in the suburbs with his wife. Ed is passionate about his company, and he works long hours making sure his customers are happy and that the business is as efficient and profitable as possible. In his free time, Ed is quite the handyman and enjoys working on projects like birdhouses and shelves for his home, as well as for friends and family.

Campaign Strategy

The ultimate goal of the this campaign is to position Gorilla Glue as the go-to repair glue: strong, reliable, and able to restore broken items to good-as-new functionality and appearance. The decision to focus on this aspect of use was based on our survey results, in which a majority of respondents explained that their most recent superadhesive projects were repairs, ranging from glasses to shoes to furniture. Furthermore, a sizeable percentage of respondents identified themselves as Do-It-Yourself types.The campaign embraces this mindset by supporting endeavors to complete household repairs without professional help.



The Big Idea

"Getting attached has never been so easy– Gorilla Glue is your go-to glue for repair jobs."

Campaign Strategy

Creative Strategy

This campaign focuses on repositioning Gorilla Glue as the premier glue for household repairs. It accomplishes this message by presenting images of common household items that have broken, which can be repaired simply by attaching the pieces with Gorilla Glue.

The campaign functions through a play on words, based on the concept of “attachment”. The headline, “Attachment issues?”, refers to the dilemma of figuring out how to reattach the pieces of a broken object in order to restore it. However, it also plays into the concept of sentimentality. Each of the objects presented is a piece that could have some personal, sentimental value to the owner– items that a person could genuinely feel reluctant to part with. Gorilla Glue’s friendly price combined with its typical consumers’ lower- to middle-class financial situation presents a situation in which many people feel encouraged to repair rather than replace broken objects when possible. This thrifty DIY philosophy is one that Gorilla Glue aims to encourage through this campaign, with consumers’ repairs being facilitated by Gorilla Glue’s unique and powerful bond.

Art Direction

The “Get Attached” campaign relies on simple, striking design elements in order to achieve maximum impact. The bold headline is designed to be the first element noticed, followed by the image of the broken object. By presenting a bold headline and image on an otherwise simple background, there are few distractions from the message: Gorilla Glue is the best choice for re-attaching broken parts and repairing household objects. Together, the headline and image beneath create a humorous effect that serves to both emphasize the ad message and make it more memorable.The brand logo and image of the bottle of glue in the lower right hand corner serve as visual reminders of the solution to the “attachment issues”.

Copywriting

The dominant copy element in this campaign is the headline: “Attachment Issues?” The headline is designed to evoke humor while being provocative, drawing readers into the body of the advertisement. The copy itself is fairly blunt, telling consumers outright to “make Gorilla Glue your go-to glue for repair projects”, while including some of the features that make the glue optimal for repairs, including its strength, sandability, and stainability. Finally, the body copy is tied together with another nod to the “attached” play on words, “Getting attached has never been so easy.” The amount of copy provides enough information to get the campaign message and brand positioning across without providing an overwhelming amount of text. Finally, the copy provides a call to action across the bottom of the advertisement, directing potential consumers to the Gorilla Glue website for more information. (The website is highlighted here, rather than social media, since it better speaks to the 35-54 target age range.)

Attachment issues?



Stick with the strongest. Make Gorilla Glue your go-to glue for repair projects. Since it's paintable and waterproof, your favorite pair of heels will look as good as new and live to see more great nights on the town. Getting attached has never been so easy.





For a free sample, find us at www.gorillatough.com

Attachment issues?



Stick with the strongest. Make Gorilla Glue your go-to glue for repair projects. Since it's waterproof and heat-resistant, your favorite mug will look as good as new and still survive the dishwasher. Getting attached has never been so easy.

For a free sample, find us at www.gorillatough.com

Attachment issues?

Stick with the strongest. Make Gorilla Glue your go-to glue for repair projects. Since it's sandable and stainable, your favorite chair will look as good as new and keep rocking for years to come. Getting attached has never been so easy.





For a free sample, find us at www.gorillatough.com

Web Advertisements



Frame 1

The ad shows the functional, not-broken product when the page loads. After four seconds, it animates to the next frame.

At any point, the user can click on the ad, which will bring them to the Gorilla Glue website for a free sample and more information.



Frame 2

The product falls apart. In this case, the handle breaks off the mug over the course of two seconds.



Frame 3

When the user rolls their mouse over the ad, a bottle of Gorilla Glue will appear and fix the product.

Television Storyboard

Background Music - Johann Strauss II - The Blue Danube Waltz
Visual - Between each two “frames”, the functional product is shown being broken.



Some people have attachment issues.



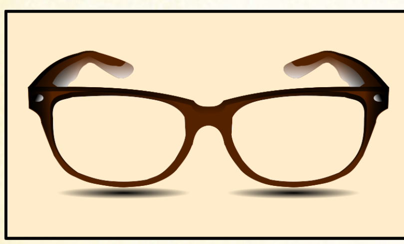
It could be a favorite chair,

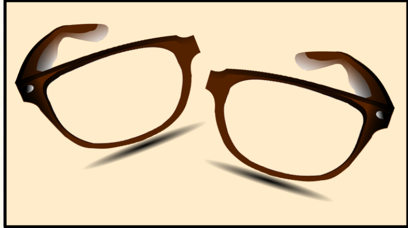






that pair of high heel shoes,





or your best pair of glasses.

Use Gorilla Glue to repair your favorite possessions



and make them as good as new.



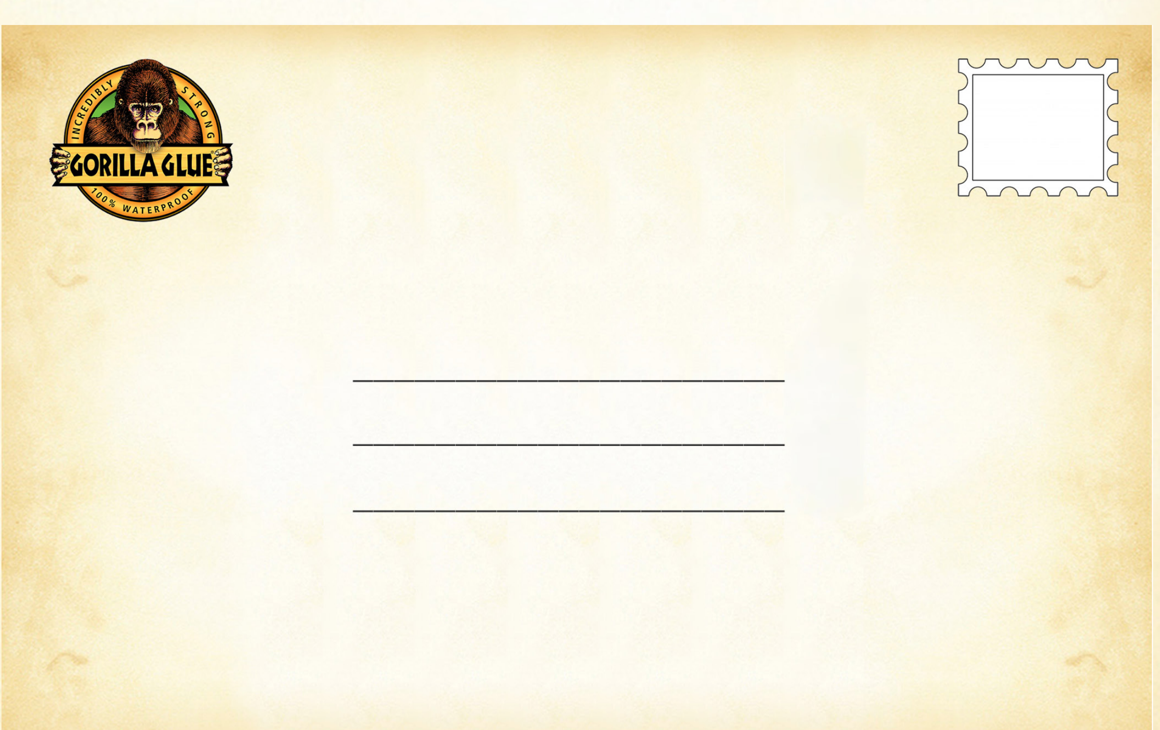
Stick with the strongest -



with Gorilla Glue, getting attached has never been so easy.

Direct Mail


Attachment issues?
Stick with the strongest. Make Gorilla Glue your go-to glue for repair projects. Since it's sandable and stainable, Gorilla Glue repairs damage seamlessly, making your favorite vase look as good as new. Getting attached has never been so easy.
For a free sample,
find us at www.gorillatough.com
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Media Objectives

Reach the Target Audience

Our target audience is men and women ages 35-54. We will reach these individuals by using a variety of media including television, magazine print advertisements, direct mail, and online advertisements.

Geographic Scope

Our campaign consists of national advertising. Our media will reach our audience on an individual basis and will mainly be consumed in the home.

Message Weight

Magazine advertisements will receive extra focus in our campaign. Our target market is made up of a demographic that avidly reads and is influenced by magazine contents. The other integrated aspects, including direct mail, television, and online advertisements, will create synergy within the campaign.

Length and Size of Advertisements

Magazine: Full Page Print Ads (8.5x11)
Television: 30 Second Spot
Internet: Square Pop Up (250x250)
Direct Mail: 4x6



Media Choices

Television

NBC: Revolution (10 PM Monday nights)

Revolution is a primetime drama that has experienced popularity with the 18-49 age group, with viewers being split roughly 60/40 between men and women. Airing commercials during this program will reach a larger, more general audience, which fits with the brand's goal to become the go-to household repair glue. Advertising during Revolution will help reach the younger end and center of the target age range.

The Ellen DeGeneres Show (syndicated weekday afternoons)

The Ellen Degeneres Show is a syndicated daytime talk show that typically averages around 2.74 million viewers per episode. Its viewers are mainly female and across our entire target age range.

CBS: NCIS (primetime)

This primetime crime drama dominates the 25-54 age bracket, effectively covering the entire target demographic, with more viewers skewed towards the upper end. Viewership among men and women is roughly equal, providing a strong general audience to present with the Gorilla Glue commercials.



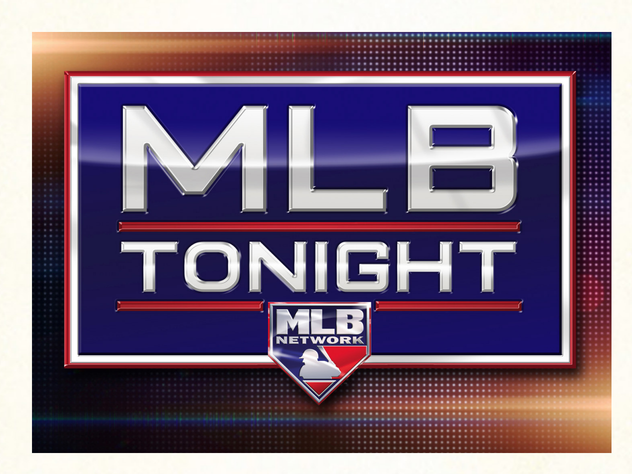




Television

DIY NETWORK: "Rehab Addict" (Saturday mornings, 9 AM and 9:30 AM)
Host Nicole Curtis restores poorly maintained houses to their former glory.
Since our target audience is made up of busy, working adults who are more likely to tackle household projects on the weekends, our commercials will be presented with a concentration on weekend programming. This will give viewers a reminder to make Gorilla Glue their go-to repair glue just as they are considering which repair materials they will need.

MLB Network: 6 PM MLB Tonight (end of March to beginning of October, weeknights Monday through Friday)
The viewership of MLB Network is 80 percent male, with an average age of 45, falling directly within our target age range. Since viewers tune into this program for regular analysis and updates on baseball across the country, presenting the Gorilla Glue commercial regularly in this time slot will expose them to the commercial with greater frequency.





Media Choices

Magazines

This Old House Magazine - Circulation 966,817
This Old House magazine is a magazine published ten times a year for Do-It-Yourself home improvement projects. It has an annual circulation of over 950,000. 55% of its readers are men, and 58% of the readers fall within the age range of 25-54.



Martha Stewart Living - Circulation 2,060,304
Martha Stewart Living is a magazine focused on projects and tips for the domestic lifestyle, including recipes, crafts, interior design, and other household projects. Its readership is 89% female, and the median reader age is 48.



Time Magazine - Circulation 3,276,822
Time Magazine is a national news magazine that is published weekly. It reaches a total U.S. audience of over 17 million people per year. The median age of the people reached is 48 and the male/female percentage is 54/46. Placing a print ad in Time Magazine will position Gorilla Glue in a national medium with a more general audience.



Architectural Digest - Circulation 819,115
Architectural Digest is an interior design magazine that reaches an annual circulation of almost 820,000. It is published monthly, reaching a broad range of readers within the target group, with 45% of the readers between the ages of 35-54.

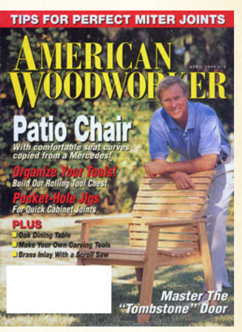


Magazines

Better Homes and Gardens - 7,617,038
Better Homes and Gardens is the fourth-best selling magazine in the United States, with a total circulation of over 7 million people. It focuses on home interests and has a 79% female readership, with a median reader age of 49.



American Woodworker - Circulation 110,394
American Woodworker is a bi-monthly magazine dedicated to mainstream woodworkers of intermediate skill level. Its readership is 98% male and effectively spans across the target age range, providing an opportunity to reach an audience that takes the Do-It-Yourself philosophy to heart.



Make Magazine - Circulation 125,000
Make Magazine is a bi-monthly magazine dedicated to Do-It-Yourself projects, reaching an audience of enthusiastic "makers" that is 81% male, with an average age of 44. By placing print ads in Make, our campaign will reach the Do-It-Yourself group, along with men throughout our target demographic.





Media Choices

Direct Mail

Our campaign includes a nationwide mailing list to target potential consumers whose profiles fit our ideal demographic, age group, and psychographic. By understanding the interests of our target demographic, we were able to narrow down the national mailing list to those who are most likely to be receptive to or influenced by the direct mail.

The direct mail will be sent out in the third week of May, a time of year when many members of the target demographic are starting their building and repair projects, since the "project season" begins around Memorial Day weekend. Also, by this point, most of these individuals will have seen the Gorilla Glue advertisements and commercials placed in other media, thus reinforcing the message and increasing frequency.

Qualifiers of mailing list information purchased from USA Data:

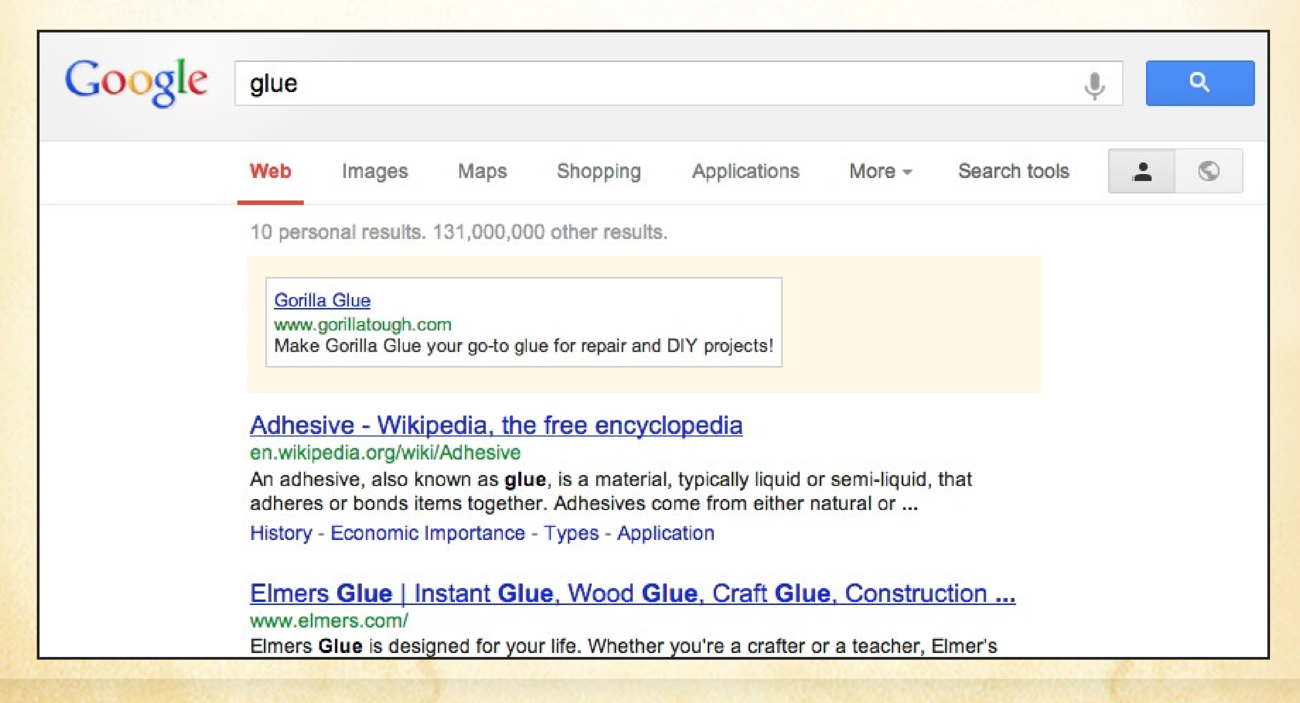
General:
Age range: 34-55
Nationwide direct mail campaign – select households in all 50 states

Lifestyle Interests:
Home and Garden
Collectibles and Antiques
DIY Living
Home Improvement: DIY and General
Woodworking

The narrowed-down mailing list includes 4,658,151 unique recipients and comes to a total of $364,27.41.

Google Suggested Posts

We will push suggested posts for the search terms *Glue, Fix* and *Repair.*



Web Ads

ESPN.com
ESPN.com provides news, analysis, and other content focusing on a variety of popular professional sports. It reaches a broader male audience within the target age range.

Yahoo.com
Yahoo.com is a popular search engine that features news, entertainment, e-mail, and other unique content. It currently ranks as a leading news website, which will help these advertisements reach a broader, more general audience.

Popular Mechanics
Popular Mechanics is a more male-oriented media choice that also leans toward the Do-It-Yourself population. Its contents range from product reviews and home improvement tips to how-tos, making it a popular online resource for those who like to take on projects around the home.

EHow.com
Ehow.com viewers tend to visit both out of general interest and to look up how-to information for projects and problem solving. Repair instructions rank among the website's more popular contents, and often direct readers to use products like Gorilla Glue. Since this campaign aims to claim the "repair" niche of the superadhesive market, it is a logical step to advertise on this website and offer visitors the direct reminder to use Gorilla Glue on their repair projects.

MakeZine.com
MakeZine.com, the official website of Make magazine, will help further reach the Do-It-Yourself subset of our target audience.

NBC.com
NBC.com will be used to reach a broader, more general audience. It attracts more female viewers, with a sizeable portion falling within the target age range. Overall, these more general-audience media selections will help spread the campaign message to consumers that might not otherwise consider what makes one brand of glue better than another.

Creative Testing

Our creative tests yielded positive results, with participants responding that the ads conveyed strength and versatility. Participants' responses often expressed the idea that the ad made them consider Gorilla Glue as a glue that would make permanent, durable repairs. Responses also suggested that they had not previously considered using Gorilla Glue in certain types of repairs, but that the advertisements presented it as a strong solution. All feedback was received from individuals within our target demographic.

Selected Responses:

"If I can walk on a heel fixed by Gorilla Glue, it must be a glue that I can really trust."

"I never thought of using Gorilla Glue to repair furniture. I might want to try it in more ways than before."

"My perception changed because I didn't know it was paintable."

"Ad says: 'We can tackle tough jobs! Give us a try!'"

"I found myself wanting to read the text. I would be tempted by the free sample, though being quite the procrastinator, I would probably never request it. If I saw the ad online, I would likely check out the website to see if my questions were answered."

"I like the ad. It is eye catching, clever and simple. I think the ad tells how versatile the product can be as well as how good it is."

Marketing Suggestion

Our secondary research shows that many potential users don't know that certain bonds form best with the assistance of a clamp while drying. We suggest selling a combination pack, "Gorilla Glue + Clamps".



Brand Activation

Display at the New York "World Maker Faire"

This brand activation involves setting up an attraction at the Maker Faire, a Make magazine event that celebrates "arts, crafts, engineering, science projects and the Do-It-Yourself mindset". This would help further target the Do-It-Yourselfers, who could become more inclined to use Gorilla Glue around the house on repair projects, in addition to the craft projects on which they already use it. At the Maker Faire, participants can sign up with their e-mail and mailing address to receive a free sample of Gorilla Glue. Furthermore, the brand will create a spectacle by exhibiting extraordinary feats of Gorilla Glue's strength in eye-catching, wild examples, such as a car suspended from a crane by a small amount of the glue. This spectacle (or others like it) would be tied in to the campaign with massive posters around the display that say "If Gorilla Glue can hold this car in the air with just a few dots of glue, imagine what it can do for your household repair projects." and "Believe what you see. Getting attached has never been so easy. Stick with the strongest and have complete confidence in every repair project when you choose Gorilla Glue."

Social Media Activation: "Repair Hall Of Fame"

This brand activation would involve providing high-quality user-generated content for Gorilla Glue's Facebook and Twitter accounts by having users submit photographs and brief write-ups of their best Gorilla Glue repair projects. The most interesting, amusing, and eye-catching projects would be displayed in the Repair Hall of Fame on the Facebook page, with links through Twitter and mentions on the website. By creating a place for brand users to display their own work, Gorilla Glue can foster more of a community feel through its social networking, along with creating a closer user relationship with the brand. This brand activation will keep the campaign consistent across all platforms and provide unique content to draw consumers to social network pages in addition to the website.

Habitat for Humanity Partnership

Gorilla Glue will partner with Habitat For Humanity as a charity sponsor for community repair projects across the country by providing as much Gorilla Glue as needed for these projects, along with donating money for building supplies. Gorilla Glue employees will also participate in at least one major build in an affected area.

Free Samples

The call to action at the bottom of each ad drives the audience to the Gorilla Glue website, where there will be a form to request a free “Single Use” tube of Gorilla Glue. Audience members will be required to submit their names, emails & home addresses, which will help grow the existing mailing and email lists. The free sample will come with an additional call to action requesting that recipients post a photo of the item they fixed to one of the official Gorilla Glue social media sites.



Media Budgeting

Magazines

Title	# Pages	Cost Per Page	Total Cost
Make Magazine Cover 4	6	$13,590	$81,540
American Woodworker	6	$8,985	$53,910
Architectual Digest	6	$129,876	$779,256
Martha Stewart Living	6	$158,850	$953,100
This Old House	5	$105,600	$528,000
Time Magazine	4	$320,000	$1,280,000
Better Homes and Gardens	4	$526,640	$2,160,560
		TOTAL	$5,836,366

TV Commercials

Show	# Times	Cost For Each	Total Cost
Rehab Addict	15	$30,000	$450,000
MLB Tonight	13	$30,000	$390,000
Revolution	12	$30,000	$360,000
The Ellen DeGeneres Show	15	$30,000	$450,000
NCIS	14	$30,000	$420,000
		TOTAL	$2,070,000

Web Ads

Website	Reach	Frequency	Impressions	Total Cost
ESPN.com	4M	4	16M	$240,000
Yahoo.com	5M	4	20M	$300,000
PopularMechanics.com	3M	4	12M	$180,000
EHow.com	4M	4	16M	$240,000
MakeZine.com	3M	4	12M	$180,000
NBC.com	5M	4	20M	$300,000
			TOTAL	$1,440,000

Google Suggested Search

Price Per Day	Days	Total Cost
$400	208	$83,200

Direct Mail

Cost of Service	Reach	Postage	Total Cost
$364,267.41	4,658,151	$0.32	$1,854,875.73

Media Schedule

	Jan	Feb	Mar	April	May	June
Weeks	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4
Magazines						
Make Magazine, Cover 4						
American Woodworker						
Architectual Digest						
Martha Stewart Living						
This Old House						
Time Magazine						
Better Homes And Gardens						
TV Commercials						
Rehab Addict						
MLB Tonight						
Revolution						
The Ellen DeGeneres Show						
NCIS						
Web Ads						
ESPN						
Yahoo						
Popular Mechanics						
EHow						
MakeZine						
NBC						
Google Ads						
Direct Mail						

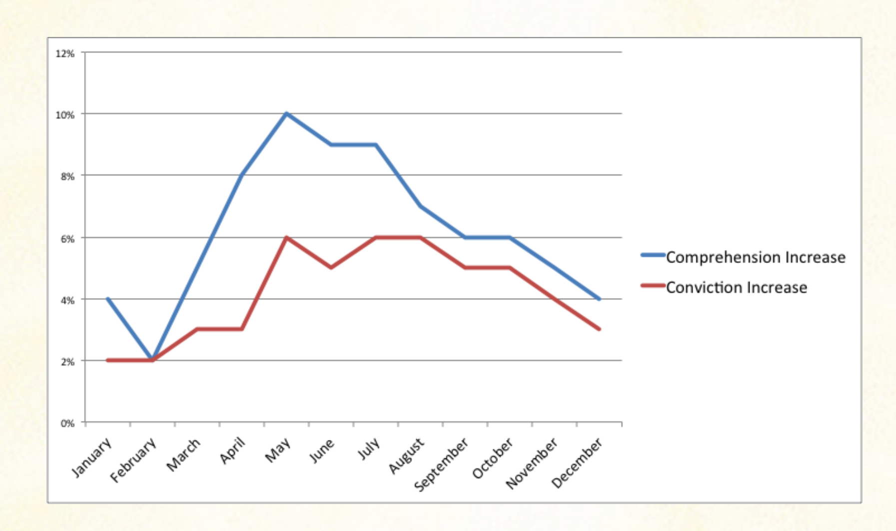
Media Schedule

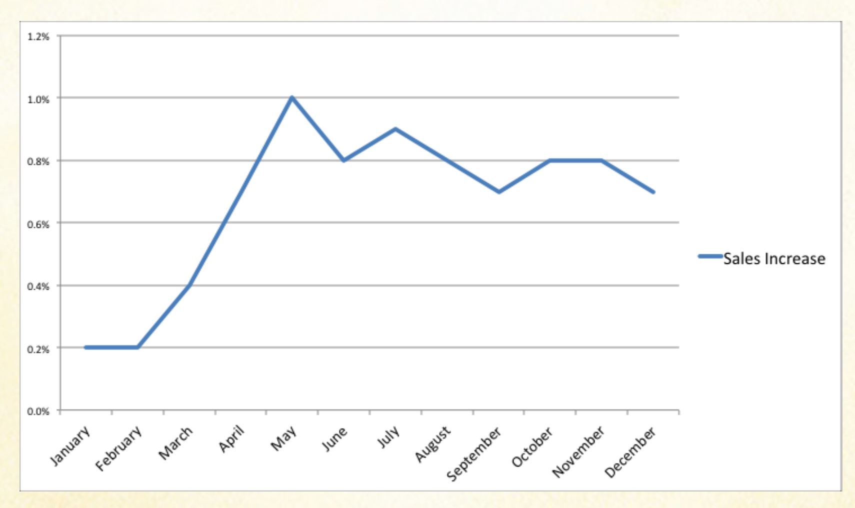
Jul	Aug	Sept	Oct	Nov	Dec	Executions	Cost
1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4	1 2 3 4		
						6	$81,540
						6	$53,910
						6	$779,256
						6	$953,100
						5	$528,000
						4	$1,280,000
						4	$2,160,560
							Total Costs: $5,836,000
						15	$450,000
						13	$390,000
						12	$360,000
						15	$450,000
						14	$420,000
							Total Costs: $2,070,000
						4M	$240,000
						5M	$300,000
						3M	$180,000
						4M	$240,000
						3M	$180,000
						5M	$300,000
						208	$83,000
						1	$1,854,875.70

Evaluation

The main objectives for this advertising campaign were to increase comprehension of the brand by 75%, conviction by 50%, and overall sales by 8%. A prediction of how we expect the plan to play out is detailed below. The greatest spike in numbers comes in the month of May, when direct mailings are added to the campaign.

Month	Comprehension Increase	Conviction Increase	Sales Increase
January	4%	2%	0.2%
February	2%	2%	0.2%
March	5%	3%	0.4%
April	8%	3%	0.7%
May	10%	6%	1.0%
June	9%	5%	0.8%
July	9%	6%	0.9%
August	7%	6%	0.8%
September	6%	5%	0.7%
October	6%	5%	0.8%
November	5%	4%	0.8%
December	4%	3%	0.7%
Total	75%	50%	8%





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Gorilla Glue Creative Brief

Historical Background:
Founded in 1999, The Gorilla Glue Company's first product was Gorilla Glue. They have since widened their types of products, including glues for different surfaces, bond types, and Gorilla Tape. Glue and its sister products have changed the retail adhesive market for DIYers, woodworkers, and professionals. The Gorilla Glue Company proudly produces all of its products in the United States.

Advertising Problem:
While Gorilla Glue has a reputation for strength, our survey demonstrated that it remains undifferentiated from other popular brands of super adhesive in the minds of many potential customers. While a majority trusted the strength of the bond, few thought of a specific reason to keep Gorilla Glue on hand, and many mentioned that they purchased it only on an as-needed, project-by project basis. This leaves room for growth both in image and in sales.

In order to solve this "identity crisis", the new campaign needs to adjust the brand direction by creating a more distinct identity, by flaunting a certain advantage of the product, or by strengthening Gorilla Glue's association with a particular application.

Goals:
Marketing Objective
This objective indicates our sales target for the client. For this campaign, our goal is to increase sales of Gorilla Glue by 8%.

Advertising Objective
These objectives are used to measure how effectively we communicate with our audience. For our target audience of men and women ages 35 to 54, we are seeking to achieve a 75% comprehension rate along with 50% conviction. In order to achieve our goals, we are allotting our campaign an effective reach of 75 and effective frequency of 3.

Time Frame:
Our campaign will be implemented over the course of one year, to begin in January of 2013.

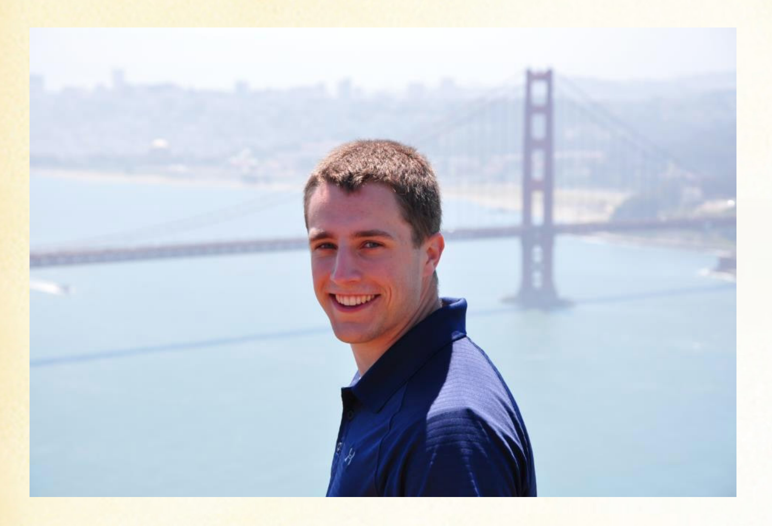
Target Market: Men and women from the ages of 35 to 54. One relevant psychographic within this group is the "Do-It-Yourselfers". These individuals value saving money and take pride in their own hard work and craftiness. They tend to prefer tackling household projects on their own when they can, and believe in fixing a broken item over purchasing a new one. While the campaign will not be specifically created for this group, there will be a focus on reaching them through specific media choices.

Underlying Emotional Need: Sixty percent of survey respondents indicated that a superadhesive glue's strength of hold was its most important feature. Glue consumers make purchases based on which products will give them that hold, along with the confidence that their project or repair will be successful on the first try. One popular use for the glue is repairs, and in these cases, consumers need to feel reassured that the adhesive will be able to fix a broken item, which may have sentimental value.

Competition: Krazy Glue, Super Glue, Liquid Nails

INCREDIBLY STRONG
GORILLA GLUE
100% WATERPROOF

Our Team



Tom Dempsey is a sophomore at Ithaca College from Andover, Massachusetts. He is majoring in Integrated Marketing Communications and minoring in Sport Studies and Honors. Tom enjoys sports, spending much of his time outside the classroom as a member of the IC football team, coaching baseball in his hometown, and rooting for the Red Sox and Patriots. Tom hopes to secure a marketing internship for the coming summer.

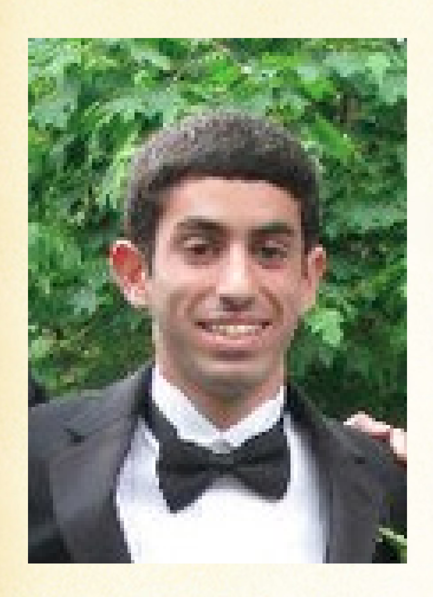
Karen Muller is a junior Integrated Marketing Communications major and Writing minor at Ithaca College. When she isn't working on advertising projects, she keeps busy as a staff writer for Buzzsaw magazine, as well as a member of the Ithaca College chapters of the International Association of Business Communicators and Women In Communications. Though she grew up in small-town Feeding Hills, Massachusetts, after graduation, she hopes to live in Boston and find a creative career in either copywriting or content.





Adam Luftig is a sophomore Integrated Marketing Communications major at Ithaca College's Roy H Park School of Communications. He is originally from Syosset, NY (Long Island). He is looking forward to spending a semester in California and participating in the Los Angeles Program offered by Ithaca College. As for his career, Adam pictures himself in a position that will allow him to make a positive impact on people's lives using technology.

Our Team



Douglas Geller is a sophomore at Ithaca College, majoring in Integrated Marketing Communications. Doug grew up in White Plains, New York and is a big fan of the Yankees, Rangers, Knicks, Giants, and Jets. In his free time he enjoys spending time with friends and family, as well as playing sports. Doug plans on working in the public relations field in either entertainment or sports.

Ben Ratner is a junior Television/Radio major with minors in Integrated Marketing Communications and Politics at Ithaca College. He grew up on Long Island, where he discovered his passion for live television production. At Ithaca, Ben grew interested in all aspects of advertising, especially design and analytics. Ben is a late night junkie– you can often find him watching shows like Conan on TBS, where he will be interning next semester.



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